

## 2003 Utah Tourism at a Glance

- Travelers accounted for \$4.2 billion\* in traveler spending for the Utah economy
- Traveler spending generated \$341 million\* in state and local tax revenues (\$486 per Utah household)
- In 2003, 17.2 million visitors traveled to Utah
- 103,585\* jobs in travel and tourism-related industries (9.6% of total Utah nonfarm jobs)
  - 71,059 Direct tourism jobs
  - 32,526 Indirect tourism jobs
- Domestic overnight leisure visitors spent on average \$75 per person per day and stayed 3.1 nights (2001 Overnight Leisure Visitor Profile, D.K. Shifflet and Associates, Ltd.)
- 83% of Utah's visitors come from the Western United States (2001 Data)
  - Utah
  - California
  - Idaho
  - Nevada
  - Colorado
  - Texas
  - Wyoming
  - Washington
  - Arizona
  - New Mexico
- International visitors accounted for 3.4% of total non-resident visitation with an estimated 590,000 visits in 2003. Top international markets include: (2002 Data)
  - Canada
  - Germany
  - United Kingdom
  - France
  - Japan
  - Italy
  - Switzerland
  - Netherlands
- International visitors to Utah spent on average \$81 per day and stayed 5.7 nights in Utah (1/4 of their total U.S. trip --1997-99 data)
- 5.0 million recreation visits were made to Utah's five national parks during 2003. Another 4.9 million recreation visits occurred at Utah's eight national monuments and two recreation areas
- 4.6 million visitors enjoyed Utah's 41 state parks during 2002
- 22.7 million vehicles crossed Utah's borders along Interstate highways in 2003
- 18.5 million passengers arrived at Salt Lake International Airport during the year
- Utah ski resorts hosted 3.39 million skier days during the 2003/04 season
- 659,000 visitors stopped at one of Utah's six Welcome Centers during 2003
- 58.8% statewide hotel/motel occupancy rate

*\*These figures are estimates that may be revised once final year-end 2003 tax figures become available. A variety of tax figures are used in calculating and estimating the economic impact of tourism in Utah.*